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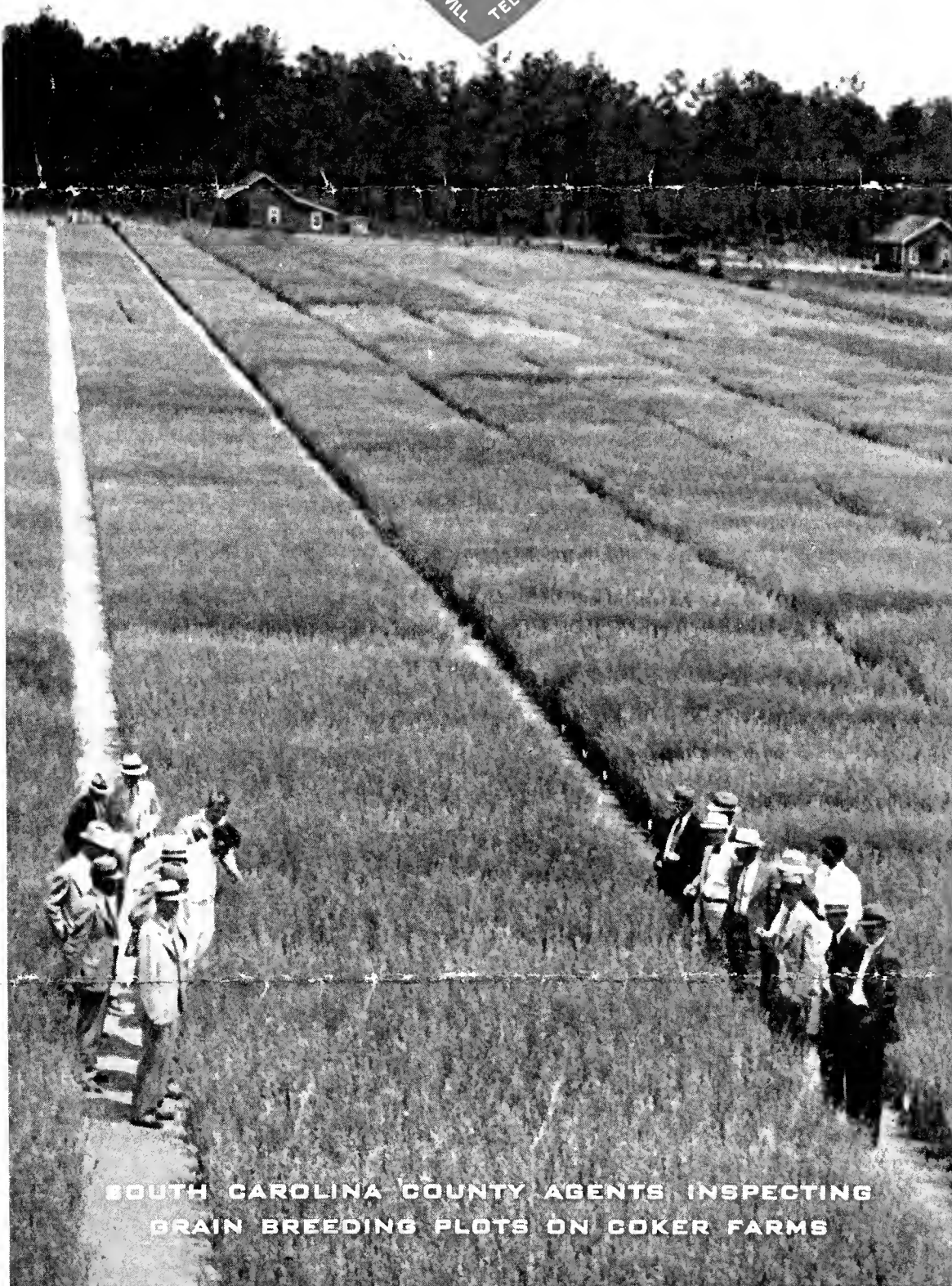
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★ APR 9 1937 ★
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COKER'S GRAIN BULLETIN

FALL

1936



SOUTH CAROLINA COUNTY AGENTS INSPECTING
GRAIN BREEDING PLOTS ON COKER FARMS

COKER'S PEDIGREED SEED CO

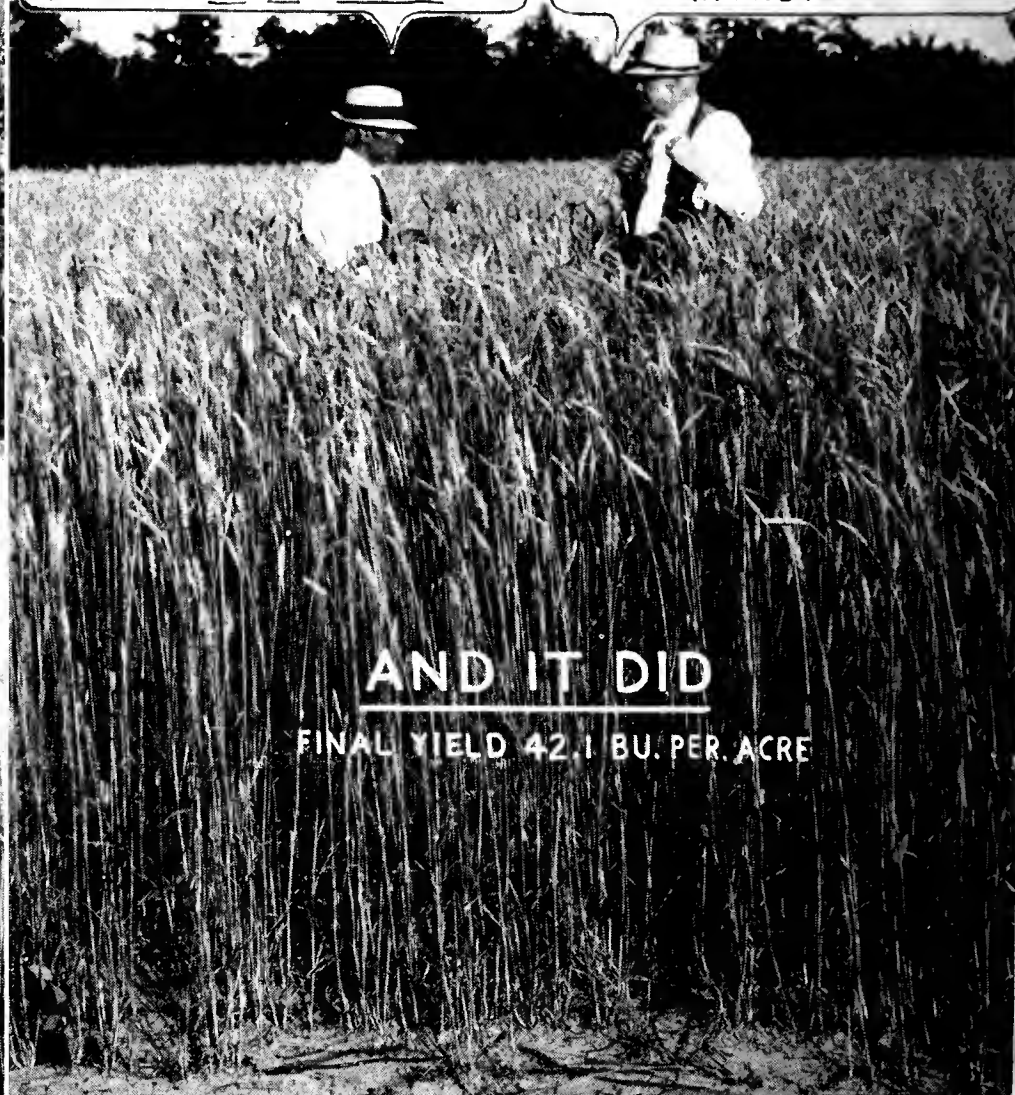
DAVID R. COKER, President
HARTSVILLE, SOUTH CAROLINA



REDHART STANDS THE GAFF—
100 BU. FROM 2½ ACRES IN SPITE OF A HARD WINTER AND SPRING DROUGHT.
GROWN BY F. O. McCOWN, OUTSTANDING ANDERSON COUNTY (S. C.) FARMER.

MR. ADAMS, THIS REDHART NO. 3
WHEAT HASN'T HAD A DROP OF
RAIN FOR SEVEN WEEKS!

YES GEORGE, AND IT'LL MAKE
40 BUSHELS TO THE ACRE
ANYHOW!



AND IT DID
FINAL YIELD 42.1 BU. PER ACRE

Photo top left taken in mid-April. David R. Coker explains difference in earliness—both varieties planted same date. George Gilmore's wheat, shown above, averages 62 pounds per bushel in spite of the drouth.

COKER'S REDHART STRAIN 3 WHEAT

A Safe Wheat for the South

YOU Southern Farmers want a wheat first of all that makes wheat. Second, you want a wheat that is safe and reliable. Third, you want a wheat that makes high quality flour.

We have it—Redhart Strain 3, which has proven its ability to answer these needs.

1. A 40-acre field on our farms (in 1936) averaged better than 29 bushels—planted $\frac{1}{2}$ bushel seed per acre—no rain during last month and a half before harvesting. Wheat weighs 69 pounds per settled struck bushel.

2. "It's in the bag" sooner—extra early, stiff strawed, storm resistant and highly resistant to loose smut.

3. According to what many reliable flour millers have told us, ordinary wheat averages 65% flour and Redhart Strain 3, 72%. It's good and hard and makes fine white high quality flour.

DESCRIPTION

PLANT—Erect in type, broad leafed, good stooling, 3" shorter than Strain 1.

STRAW—Stiff, storm resistant.

HEADS—Beardless, erect, square with 4 full rows of grain; cream to yellow glumes that fit snugly over grains, and reduce loss from shattering.

SEASON—Earliest (8 to 10 days earlier than Redhart Strain 1, escaping most rust injury).

GRAINS—Plump, horny, high gluten content, high milling value.

YIELD—Highest.

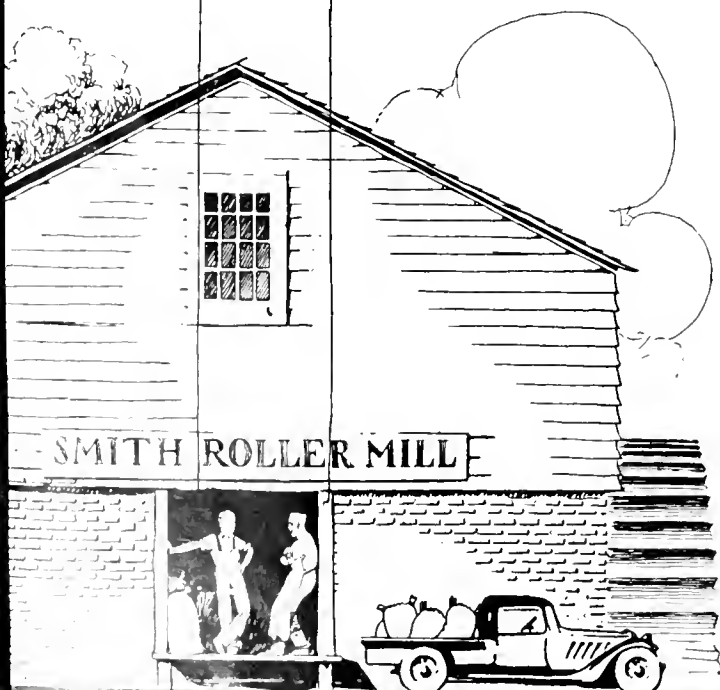
SMUT RESISTANCE—Highly resistant to loose smut.

PRICES

\$3.00 per bushel, \$2.75 in ten-bushel lots, \$2.50 per bushel in fifty-bushel lots.
F.O.B. Hartsville, S. C.

GLAD YOU RECOMMENDED
COKER'S REDHART NO. 3
MR. SMITH! IT'S EXTRA EARLY
AND A GOOD YIELDER

YES! AND IT YIELDS
10% MORE HIGH
QUALITY FLOUR
THAN THE AVERAGE



WHY PLANT ORDINARY OATS
WHEN ½ BUSHEL PER ACRE OF
33-47 YIELDS LIKE THIS?

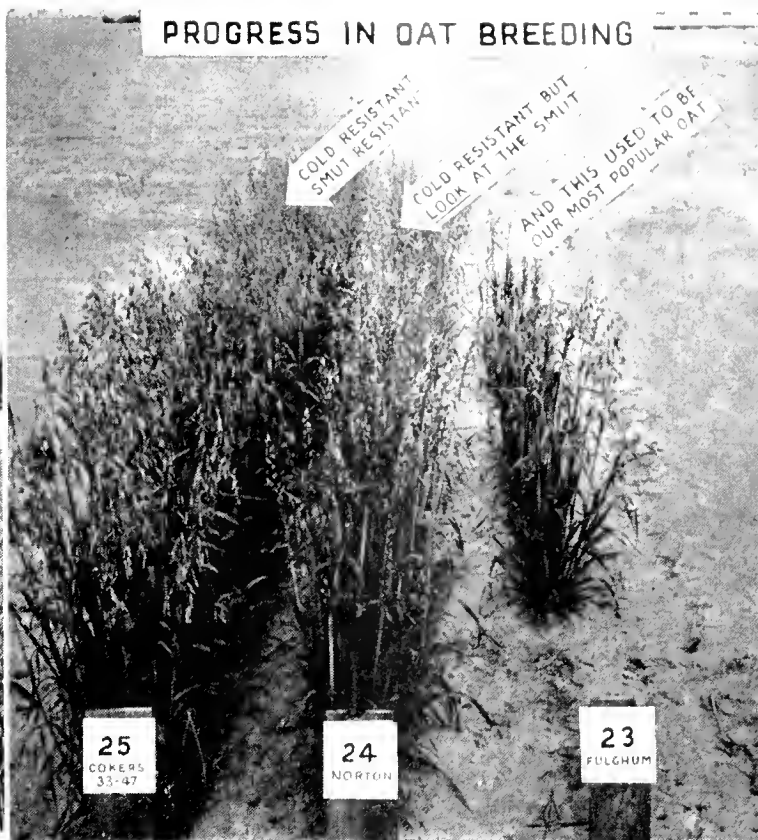


Photo above—We don't make the biggest yields from planting one-half bushel per acre but we grow mighty fine seed for YOU that way. On right—showing section of 97-acre field of Coker 33-47 oats being harvested at Porterfield. Average yield, 56 bushels per acre. James H. Porter, Owner, Bibb County, Ga., planter and manufacturer, is shown in foreground on right.

Photo top, right—All oats treated with smut.



COKER 33-47 OATS

OUR BEST GENERAL PURPOSE OAT
FINE FOR GRAZING, HAY AND GRAIN

If you are a Dairyman or livestock feeder—
You will like Coker 33-47 because:

It is safe—being resistant to cold and to smut.

It makes a fine early winter growth and furnishes good grazing during the lean winter months.

Makes a rapid, tall spring growth and fine hay when cut in early dough stage.

A heavy yielder of nourishing feed. No beards to annoy your stock. Thin hulls with big plump meats.

If you are a Tobacco farmer—

You will like Coker 33-47 because:

Most of you plant oats for spring forage and have heretofore had to rely on the older Strains such as

Fulghum and Red Rust Proof, which are subject to winter killing and susceptible to oat smut. It is a safe oat for the tobacco farmer to plant and fills a long felt need for grazing, cut forage and for good yields of higher feed value grain.

If you plant oats on poor land—

You will like Coker 33-47 because:

It will grow plenty tall enough to cut, does not blow down easily, is medium early and a good yielder.

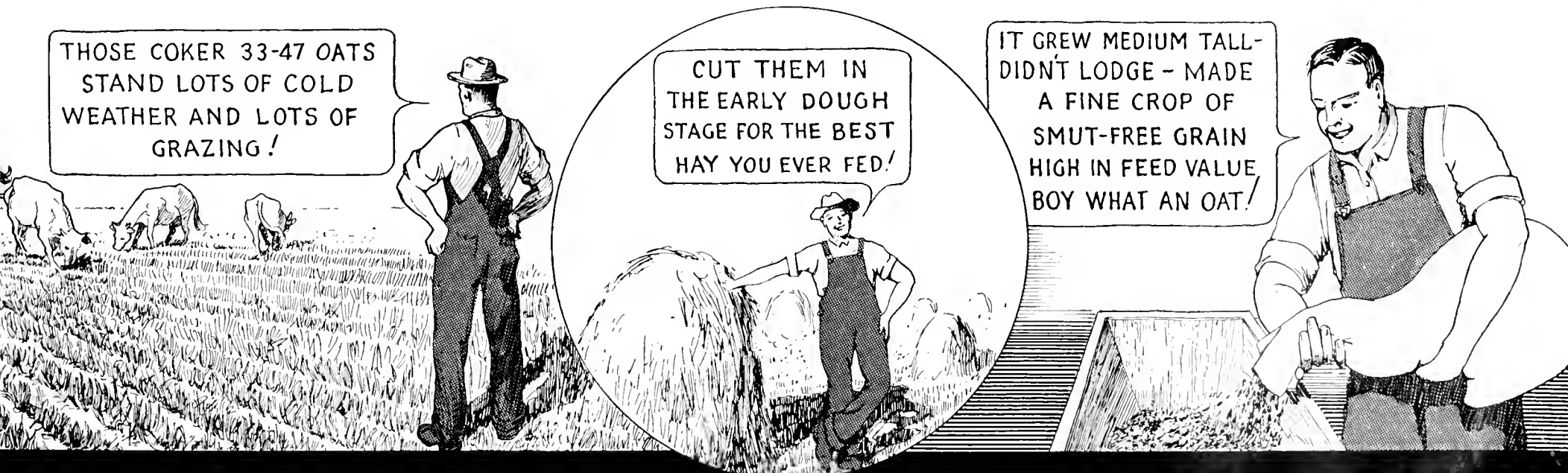
PRICES

\$3.50 per bushel, \$3.25 per bushel in ten-bushel lots, \$3.00 per bushel in fifty-bushel lots. F.O.B. Hartsville, S. C.

THOSE COKER 33-47 OATS
STAND LOTS OF COLD
WEATHER AND LOTS OF
GRAZING!

CUT THEM IN
THE EARLY DOUGH
STAGE FOR THE BEST
HAY YOU EVER FED!

IT GREW MEDIUM TALL—
DIDN'T LODGE—MADE
A FINE CROP OF
SMUT-FREE GRAIN
HIGH IN FEED VALUE
BOY WHAT AN OAT!



HEAVY GRAIN

YOU CAN SEE WHY WE
NAMED IT **FUL-GRAIN**



HEAVY YIELDER



GEORGE GILMORE, WASHINGTON COUNTY (GA.) SAYS
PERFECTLY BEAUTIFUL OATS, WELL FILLED OUT DESPITE
NO RAIN IN 7 WEEKS AND SMUT OR DAMAGE FROM COLD
YIELD 722 BU. PER ACRE

It's hard to believe but this field of 1.57 acres planted with 11 pounds of Fulgrain seed (just over one-third of a bushel) yielded 133 bushels, 84 bushels per acre or 387 bushels for each bushel planted. Reference, E. E. Hall, Florence, S. C.

These oats were planted October 15th and cut with combine 20th and 21st of May, 1936—could have been combined a week earlier if machine had been ready. Yield, 893 bushels from 12.3 acres.

COKER'S FULGRAIN OATS

"THEY'RE IN THE BAG SOONER"

One of the happiest times of the year for the oat grower is when his crop is harvested, threshed, sacked and in the barn. He knows his crop is safe. That's one reason you will like **Fulgrain Oats**—they are extra early—two weeks ahead of Appler—five days ahead of Fulghum.

MORE FOOL PROOF

Fulgrain will come mighty near making you a crop under any reasonable conditions. You no longer have to worry about smut or smut treatment for it has been bred to resist smut—actually treated with smut for a period of three years to prove its resistance.

Fulgrain is cold resistant—stands much colder weather than Fulghum, Appler and 33-50. It stools remarkably well and has good stiff, storm resistant straw. See photo directly above.

Fulgrain's earliness enables it to get ahead of most rust damage and consequently can be successfully planted further south and nearer the coast.

MORE FEED VALUE PER BUSHEL

Chemical tests show that **Fulgrain** averages 13% higher in feed value than the average southern oat. In other words, 87 bushels of **Fulgrain** are worth 100 bushels of ordinary oats for feed.

FULGRAIN

When you see **Fulgrain** oats you will understand why we gave them the name. It makes a beautiful, reddish golden-colored, heavy grain with big meat and thin hull. Free from beards. The **Fulgrain** seed we offer you averages 42 pounds per settled struck bushel.

PRICES

\$3.50 per bushel, \$3.25 in ten-bushel lots, \$3.00 per bushel in fifty-bushel lots. F.O.B. Hartsville, South Carolina.

EAR



FULGRAIN

AND THEY WERE PLAT

AND HERE'S WHAT EARLINESS MEANS

BETTER WINTER GROWTH



COKER'S FULGRAIN

ORDINARY OATS

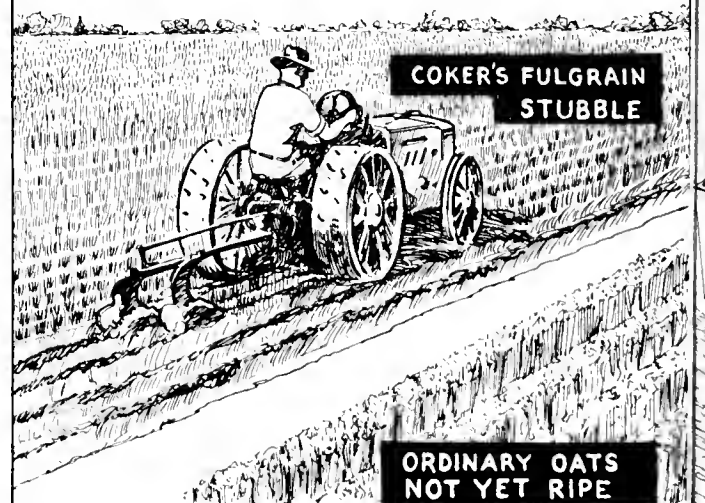
LESS RUST AND STORM DAMAGE



COKER'S FULGRAIN

ORDINARY OATS

LAND READY FOR FORAGE CROPS SOONER



**COKER'S FULGRAIN
STUBBLE**

**ORDINARY OATS
NOT YET RIPE**

SMUT RESISTANT

COLD RESISTANT

ALL THESE OATS TREATED WITH SMUT

22
COKER'S
FULGRAIN

23
FULGHUM

24
COKER'S
FULGRAIN

APPLER
(RED RUST PROOF)

FULGRAIN
COKER'S-33-19

SAME SEEDING USED ON EACH PLOT

Every smut-resistant oat we offer must prove its resistance—actually treated with smut for three years before they are offered you.

In order to see if they can take it, these oats were planted almost on top of the ground to make them winter kill if possible. One hundred seed planted in each plot.

PROVE THEIR WORTH

DEAR CUSTOMERS and FRIENDS— when you read these reports on the showing our Fulgrain oats made last season, remember that it was one of the hardest winters and dryest springs we have had in many a year.

From South Carolina . . .

QUALITY GRAIN

"No cold damage and free from smut. About a week earlier than any other grown in this section. Stood up well—quality of grain excellent."—W. C. HERRON, *Anderson County*.

A FIFTEEN-WORD STORY

"Sowed 1 bushel per acre first of December—no cold damage—no smut—73 bushels."—D. E. EFIRD and R. R. MELLETTE, *Lexington County*.

THANKSGIVING DAY FOR FULGRAIN

"Planted on Thanksgiving Day. Man who threshed this said it was the best quality grain he had seen this year. I am well pleased with this oat."—J. A. SMITH, *Orangeburg County*.

From North Carolina . . .

THIN HULLS

"Per cent cold damage, 10—no smut, stools well. Has very stiff straw, plump grain with very thin hull."—J. C. BARBER, *Rowan County*.

STRAWBERRY SECTION REPORTS

"Sowed 5 pecks per acre December 1st. No cold damage—no smut. Yield about 50 bushels per acre."—C. R. BAILEY, *Columbus County*.

NOT BIRD RESISTANT

"Stood winter well—birds and dry weather worked on them but they had good heads, good straw and were early."—DR. SPENCER P. BASS, *Edgecombe County*.

From Georgia . . .

612 BUSHELS FROM 4

"Planted 4 bushels of your smut-proof oats on 9.15 acres and threshed 612 bushels by weight. Last four weeks before cutting, real dry and it stood that good."—B. C. HODGES, *Sumter County*.

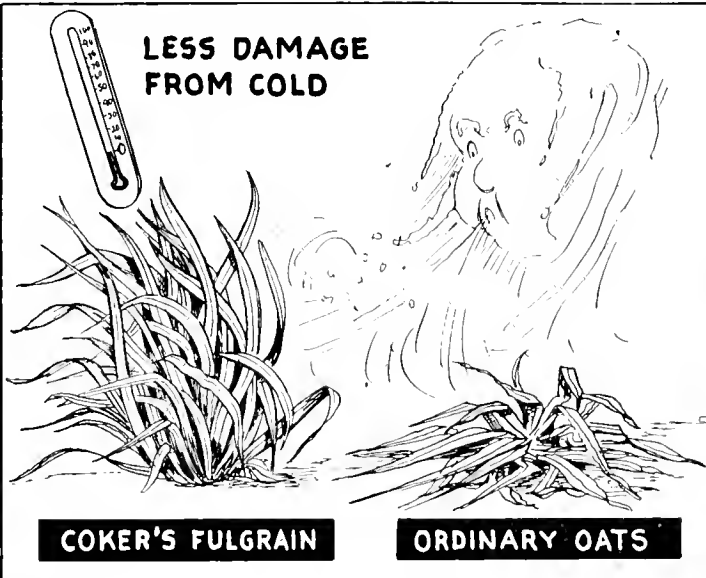
NOTE: Photo below—We realize this mule is rather thin but you see he has only had one meal of Fulgrain oats—they are still too valuable to use for mule feed.



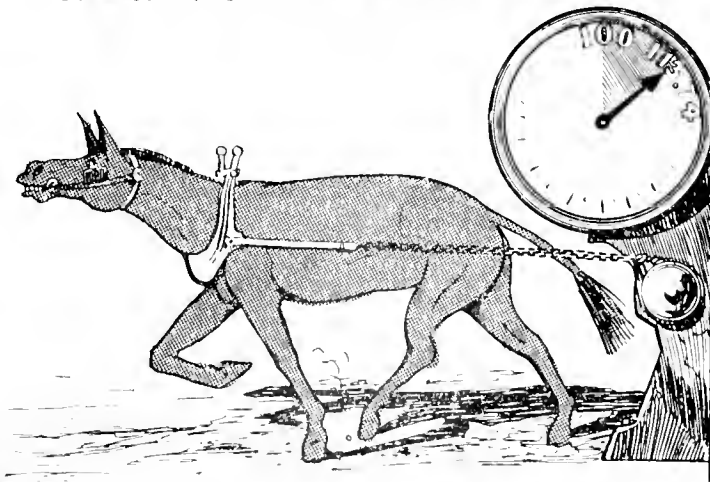
FROM BAG TO PLANTER—
SMUT-RESISTANT—
NO TREATMENT
NECESSARY



LESS DAMAGE
FROM COLD



MORE MULE POWER PER BUSHEL
13% MORE FEED VALUE PER BUSHEL





COKER 32-1 OATS

A MODERATE PRICED COLD-SMUT RESISTANT VARIETY

During the fall of 1934 our first highly cold and smut resistant oat—**Coker 32-1**—was placed on the market. We have never before, during the many years of our oat-breeding work, offered a new variety which has so quickly proved its worth and established itself in popularity.

Many growers report yields of from 75 to 116 bushels of oats per acre, averaging 38 to 40 pounds per bushel, with no signs of smut or cold damage, planted with 1 to 1½ bushels of seed per acre.

We offer you this splendidly productive, highly cold and smut resistant, thoroughly tested variety in the belief that it will add greatly to the safety, satisfaction, quality and yield of your oat-growing operations.

PRICES

\$2.50 per bushel, \$2.25 per bushel in ten-bushel lots, \$2.00 per bushel in fifty-bushel lots. F.O.B. Hartsville, S. C.



COKER 33-50 OATS

SMUT RESISTANT—STORM RESISTANT

Oat growers of the Fulghum belt are enthusiastic in their praise of **Coker 33-50** (smut and storm resistant) oats—reports of magnificent crops have come to us wherever these oats have been planted. Because of its remarkable stooling ability, seedings of ½ to 1½ bushels per acre are being used with excellent results.

Treatment against smut has been forgotten and beautiful crops of smut-free oats harvested. Cold resistance—about same as Fulghum.

We offer you this valuable variety which has proved its worth to thousands of farmers during the two-year period since we first offered it.

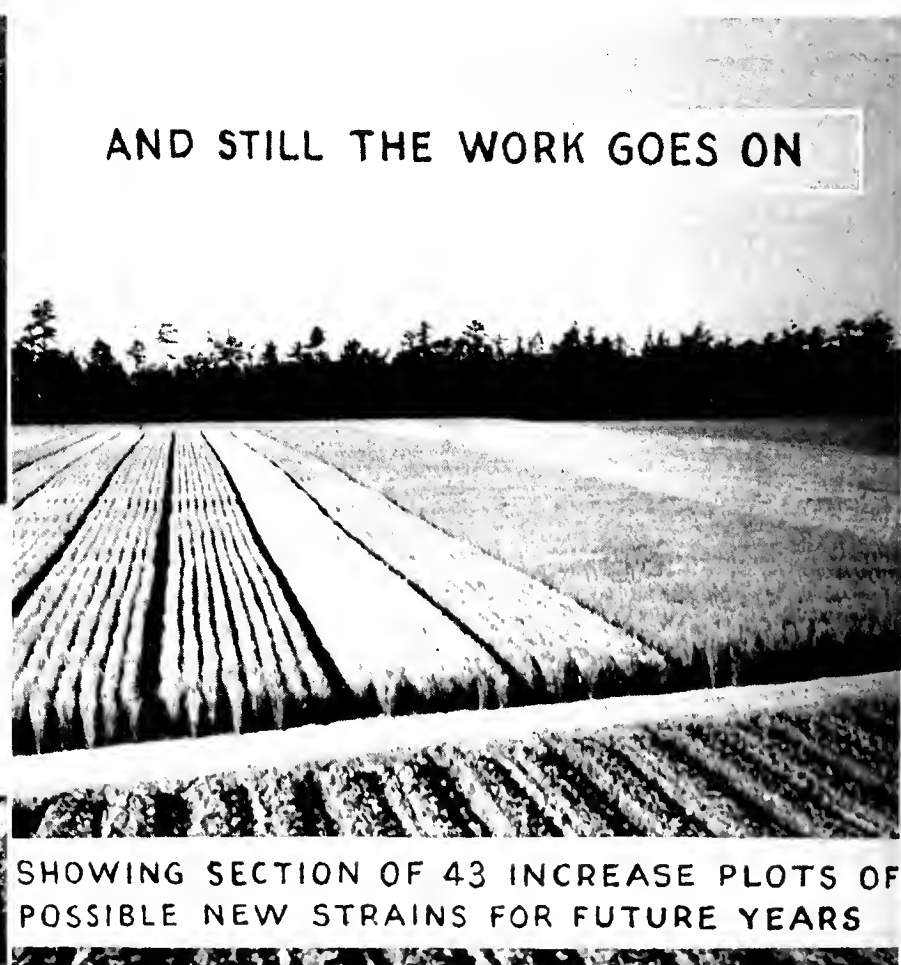
At the very low price we have placed on them—can you afford to plant a non-smut resistant variety?

PRICES

\$1.50 per bushel, \$1.40 per bushel in ten-bushel lots, \$1.25 per bushel in fifty-bushel lots. F.O.B. Hartsville, S. C.



AND STILL THE WORK GOES ON



COKER'S PEDIGREED ABRUZZI RYE

STRAIN 16-A

Abruzzi Strain 16-A we consider the best strain of rye we have been able to produce during 26 years of intensive breeding of this variety. It is an ideal rye, making rapid, erect, heavy, early fall growth—the best for grazing and cover crop.

Its profuse tillering, vigor, stiff straw and long, square, well filled heads insure a heavy yield. Its beautiful large grains and remarkable uniformity add to its attractiveness and value.

It led our 1934 variety test in yield, and our field yield of 24 bushels per acre further proves its value.

Abruzzi is accepted as being the best rye for the cotton belt—**16-A** is the best and earliest of the Abruzzis.

DESCRIPTION

PLANT—Strong, vigorous, erect in type, broad blades, rapid grower.

GRAIN—Large, plump, of good color and type. Weight, 60 pounds per settled struck bushel.

HEADS—Large, long, square, excellent filling qualities.

SEASON—Early.

STRAW—Tall, blue-green to yellow, fibrous, rigid.

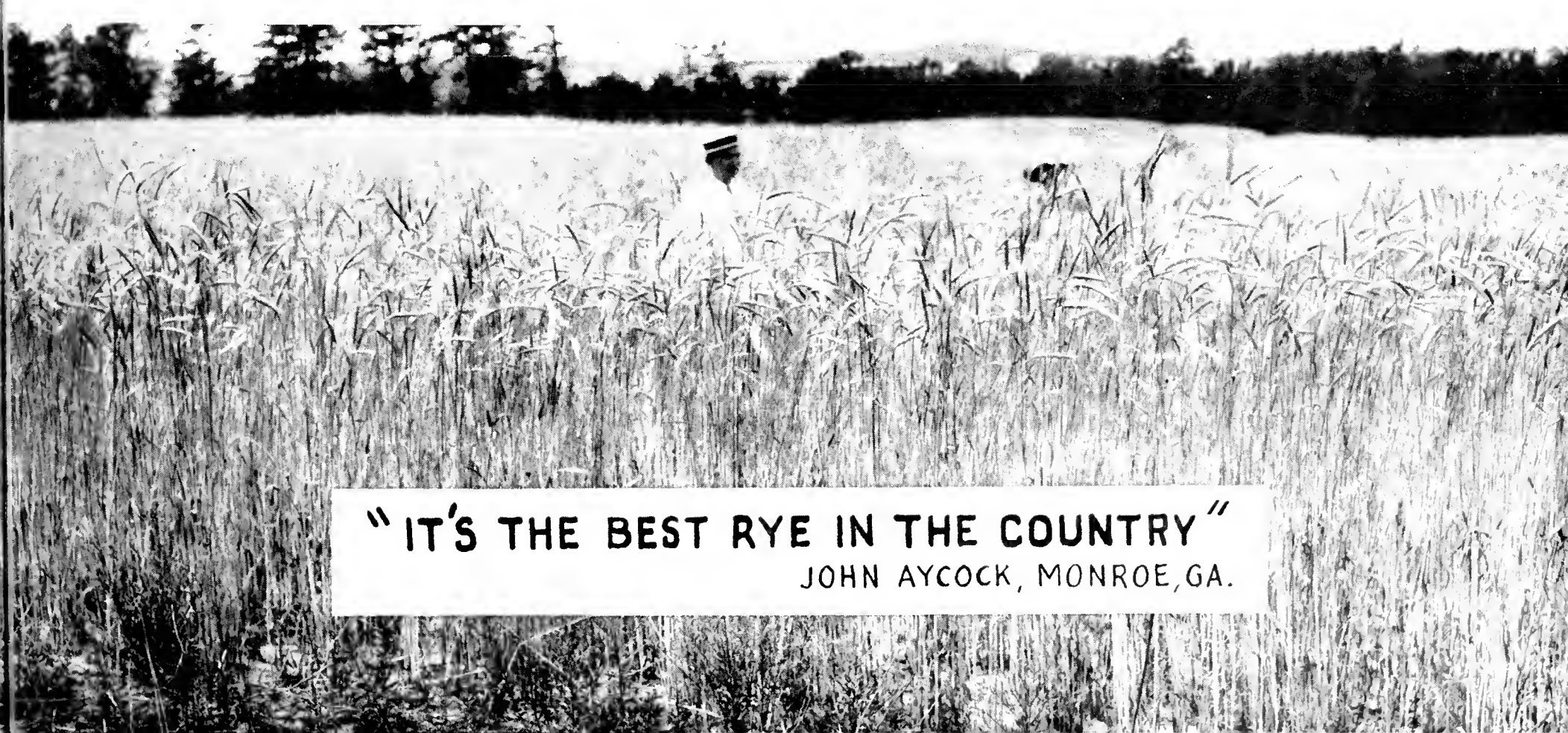
YIELD—Best. Greater than any previous strain of Abruzzi, and 10 to 50% more productive than other varieties against which it has been tested.

PRICES

\$3.50 per bushel, \$3.25 per bushel in ten-bushel lots, \$3.00 per bushel in fifty-bushel lots.



"No 'WRY' FACE HERE"—John Aycock, smiling Walton County farmer, has planted Coker's Abruzzi rye for many years but he agrees that 16-A is just a little bit better than the rest.

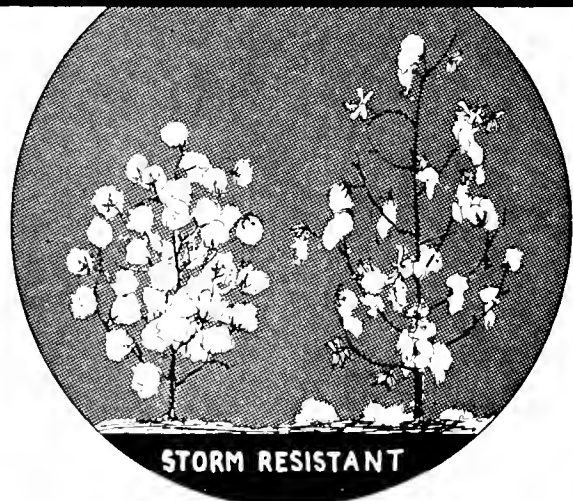


"IT'S THE BEST RYE IN THE COUNTRY"

JOHN AYCOCK, MONROE, GA.

COKER 100—A NEW COTTON

"IT'S GOOD ENOUGH TO BEAR OUR NAME"



AND PICKS EASY TOO!



THIS COTTON IS JUST THE RIGHT LENGTH AND CHARACTER FOR OUR LONG DRAFT PROCESS—WHAT VARIETY IS IT?

IT'S A NEW COKER COTTON CALLED 100—HARD BODIED—FULL SIXTEENTH STAPLE AND UNIFORM!



100% AGREEMENT—J. F. Clyburn, right, in charge of farms, congratulates G. J. Wilds, Head Plant Breeder, on his breeding of Coker 100 cotton. Photo July 15th, note fruitfulness.

No, it doesn't make 12 locks to the boll, run $1\frac{1}{2}$ " staple or average 3 bales per acre but it is the biggest yielder for certain types of cotton land that we have offered during our 34 years of cotton breeding.

FOR GOOD COTTON LAND ONLY

Don't plant it on wilt or thin land. Coker 100 is not resistant to wilt and on light lands it won't make enough weed but on good grades of cotton soil you will like it. Small leaves and the strength of the plant is used for fruit instead of stalk.

EARLY, TOO

Picked out 1,171 pounds by August 20th at S. C. Pee Dee Experiment Station in 1935. Blooms early, fruits early and picks out ahead of most weevil and storm damage. If you like Coker-Foster or 884, you'll like Coker 100 even better.

WIDELY SUITED

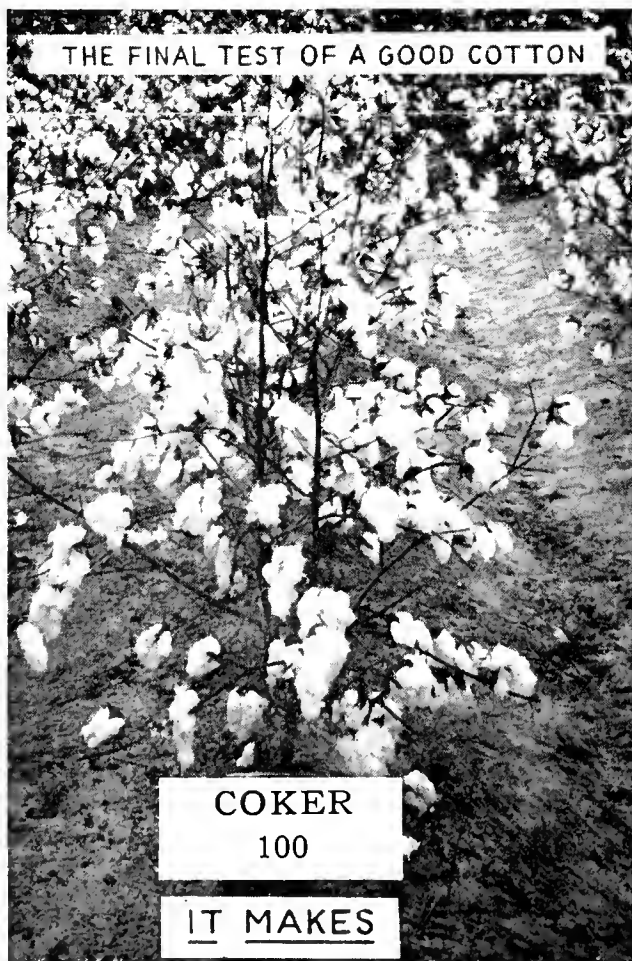
Coker 100 has led variety tests in North Carolina, South Carolina, Georgia and Mississippi. Dozens of observation plots planted from Virginia to Arkansas have proven its suitability for many sections and many millions of acres throughout the South.

DESCRIPTION

Bolls—medium large—64 to pound. Opens up wide and fluffy. Storm resistant. Lint length, $1\frac{1}{16}$ "- $1\frac{1}{8}$ ". Lint "turnout," 36-37%. Lint, fine fibred, strong and uniform.

PRICES

Per bushel, \$5.00; per 100-pound bag, \$12.50; per ton, \$200.00. F.O.B. Hartsville, S. C., Atlanta, Ga.; or Memphis, Tennessee.



D. R. COKER SAYS:-

We have given our new cotton which was bred under the number 33-12, the name of Coker One Hundred. The name One Hundred indicates our estimate of the cotton as 100 per cent perfect for the conditions under which it has been principally tested. Its staple also is of a most popular length ($1\frac{1}{16}$ "- $1\frac{1}{8}$ "") and quality as many cotton mills are increasing the length and character of their requirements.

We recommend this cotton for good land and only for good land. It is not wilt resistant, but there are many millions of acres from Missouri and Louisiana to Virginia for which this cotton is ideally suited. It is of comparatively dwarf habit, fruits rapidly and holds its fruit well. The seed are strong and vital and germinate readily. This cotton opens promptly, fluffs beautifully and usually makes a high grade. We believe this cotton will make our customers a great deal of money during the next few years.